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Mail Stop Amendment, Commissioner for Patents,
P.O. Box 1450, Alexandria, VA 22313-1450, on

May 18, 2004

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or
Registered Representative

James P. Naughton
Signature

May 18, 2004

Date of Signature

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MAY 24 2004

Technology Center 2100

Our Case No.: 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR OPTIMUM
PLACEMENT OF ADVERTISEMENTS ON A
WEB PAGE

Examiner: Stephen S. Hong

Group Art Unit: 2178

FOURTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Fourth Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

05/21/2004 WARDELRI 00000134 09285929

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The references now cited are the following:

US PATENT DOCUMENT

DOCUMENT NUMBER <small>Number-Kind Code (If known)</small>	DATE	NAME
5,794,210	08/11/1998	Goldhaber, et al.

FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (If known)</small>	DATE	COUNTRY
WO 97/22066 A	06/19/1997	WIPO
WO 00/16218 A	03/23/2000	WIPO

OTHER ART AND RELATED DOCUMENTS

Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.
Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

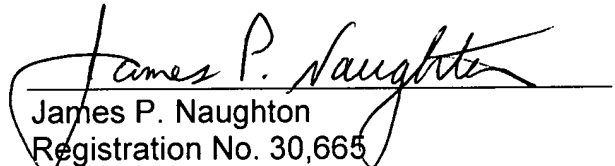
In accordance with 37 C.F.R. § 1.97(g),(h), this Fourth Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

A fee as set forth in 37 C.F.R. § 1.17(p) in the amount of \$180.00 is enclosed herewith. Should the enclosed check be insufficient, omitted or should any additional fees be deemed necessary under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

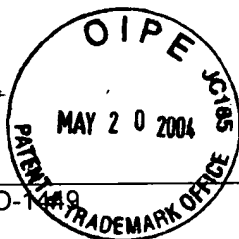
Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: May 18, 2004


James P. Naughton
Registration No. 30,665
Attorney for Applicants

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FORM PTO-1449	SERIAL NO. 09/285,929	CASE NO. 9623/418
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE April 2, 1999	GROUP ART UNIT 2178
(use several sheets if necessary)		APPLICANT(S): Charles McElfresh et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	E1	5,794,210	08/11/1998	Goldhaber, et al.		
	E					

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
	E2	WO 97/22066 A1	06/19/1997	WIPO		
	E3	WO 00/16218 A1	03/23/2000	WIPO		
	E					

Technology Center 2100

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>	
	E4	Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
	E5	Doran, David, "Search Engines.... Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
	E6	Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
	E7	Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.
	E8	Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
	E9	"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
	E10	"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising & Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.